



## **ASEAN Member Services Web Final Report**

### **SUBMITTED TO:**

Sarah J. Tisch, Ph.D.  
Chief-of-Party, dot-GOV  
Internews Network, 1640 Rhode Island NW, 7th Floor  
Washington, DC 20036

### **DEVELOPED BY:**

Eileen Reynolds and Pablo Torres  
RTI International  
3040 Cornwallis Road  
P.O. Box 12194  
Research Triangle Park, NC 27709-2194

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## Introduction

RTI staff Eileen Reynolds and Pablo Torres worked in Jakarta January 17- 28, 2005 with the ASEAN secretariat to build the ASEAN Member services website and to conduct training for the Secretariat staff on this new collaborative tool. The website is now installed on a server at the Secretariat, the IT staff has received technical orientation on the installation, configuration and site administration, and 16 Secretariat staff from different Units of ASEAN received training on how to use the site and its tools and brainstorming for how they can use it to improve their work with Member countries. (see attached list of workshop participants) ASEAN will need to physically move the server to Singtel before announcing the website to the ASEAN Member Countries. ASEAN IT staff said they would do this in February. The temporary address for the site on ASEAN's server is: <http://202.53.246.163/>. The future domain name for the site will be: [www.aseansec.org/members](http://www.aseansec.org/members) and/or <http://members.aseansec.org>

## Background

RTI received a contract from Internews in August 2004 to build a website for ASEAN to help the organization with its communications with Member countries. RTI recommended, with the agreement of Internews, to build a website based on the DotNetNuke (<http://www.dotnetnuke.com/>) framework as ASEAN needed a low cost and easy to use website solution that is compatible with their Microsoft server platform and ASP programming skills.

After some delay due to communications difficulties with ASEAN (contact persons were traveling and or not available) Internews was able to get through to ASEAN and recommended RTI travel immediately to Jakarta to do requirements gathering with ASEAN for Member Services.

Following this instruction, in October 2004 Ms. Reynolds spent two weeks in Jakarta discussing the Member services website requirements with ASEAN Secretariat staff. From these discussions and based on currently available DotNetNuke features and modules, RTI prepared a draft requirements document outlining the website's features and details. Pablo and Eileen discussed the draft requirements with ASEAN (Sutirtha Astono, Bagus Arifki, and Mr. Dhannanjaya Sunoto, Head of External Relations) by phone and email in November and December 2004.

There were some misunderstandings regarding the initial requirements document that RTI submitted to ASEAN. These involved the fact that currently available DNN modules and software framework could not deliver on every feature that ASEAN requested. The DNN framework provides for the vast majority of features desired by ASEAN, but not all. Due to the limited funding available for the website RTI would not be able to provide custom programming for all features desired by ASEAN. The limitations of the funding meant that the only practical solution was an open source and almost entirely "off the shelf" website solution. In addition, ASEAN did not have a large budget to pay recurrent fees for proprietary software which a larger and better endowed organization would be able to afford.

RTI built the site using mostly currently available DNN "modules", some of these free and others purchased through widely known and used DNN software vendors (see [www.snowcovered.com](http://www.snowcovered.com)). Yet, RTI still found it necessary to do some custom programming in order to meet certain requirements. These include:

- A customized registration form for ASEAN which listed ASEAN business unit/sector affiliations
- A customized news/announcements archive module that stores and displays expired news and announcements
- Customized calendar settings to prevent non-administrators from being able to modify certain settings
- Customized site wide search module so that it can search the contents of documents in the document management module. (Note: this has turned out to be more complex than originally anticipated and RTI programmers are still working on it. There is a site wide search on the website now, but it cannot search the contents of documents)

RTI's Eric Peele and Brian Olive in the Research Computing Division, provided the custom programming services for these modules, as well as guidance on the DNN platform.

Once RTI was able to get approval from ASEAN on the website requirements the team proceeded to build the prototype website at RTI's office in North Carolina.

Pablo Torres and Eileen Reynolds then visited the ASEAN Secretariat and rebuilt the website from scratch, including configuration of Windows 2000 Advanced Server, Internet Information Server, MS SQL database server, in order to teach ASEAN technical support staff as much as possible about all aspects of the website.

On January 26-27, 2005, once the website was built at ASEAN, Mr. Torres and Ms. Reynolds held a training workshop for 16 members of the ASEAN Secretariat Staff on the Member Services Website, how to use it, and brainstorming on how they could use it for their work.

Among the participating units it appears that the Statistics and Trade in Goods units are most interested in using this in its pilot phase, in addition to the External Relations Bureau. However, there was no firm commitment from these Units yet. They need to be informed when the site will be ready for them to begin using it. They would need to work with Farid Azis and Bagus Arifki to get the site prepared for launching to their constituents in the Member Countries. The External Relations Bureau planned to use the site to organize its next ASEAN Standing Committee Meeting to take place in April 2005 at the ASEAN Secretariat.

The RTI team also held meetings with the following individuals as a kind of focus group to gather more ideas on needs of ASEAN especially on site structure and security roles:

- Sagita Arhidani, Bureau for Resources Development, Natural Resources Unit
- Teuku Rahmatsyah, Trade in Goods, Bureau for Economic Integration
- Ahmad Syaukatm, Technical Officer, Bureau for Economic Integration
- Eddy Krismeidi, Technical Officer, Bureau for Economic Integration, Tourism
- Alexander Lim, Science & Technology Unit

## **Site Structure**

The website is currently organized according to the ASEAN Secretariat organizational structure:

Bureau for Economic Integration  
 Bureau for Finance and Integration Support  
 Bureau for External Relations and Coordination  
 Bureau for Resources Development  
 Office of the Secretary General

Within each of these are the Units, which each have sections in the website containing collaborative tools such as Contacts, Calendar, Discussion Forums, Links, Chat, and Document Manager.

Training participants and some others indicated that organizing the website by sectors rather than strictly following the internal organizational structure of ASEAN Secretariat would be recommended from the point of view of Member countries officials who may not be familiar with where their particular sectoral area can be found (whether its in the Bureau of Finance and Integration support or in the Bureau of Economic Integration, for example). Also, the labeling may make them think that the site is only for the Secretariat.

Another reason to consider the sectoral focus is that some units or bureaus are working across sector issues rather than just within their particular unit.

Furthermore, organizational changes within the Secretariat may make it more difficult for Member Countries to locate a particular sector area within one Bureau if it is moved on the website to a different Bureau.

Also, some Special units and the Initiative for ASEAN Integration (IAI) are not included in the four Bureaus featured on the site.

One possible structure for the site could correspond to the ASEAN's Annual Report, for example:

Organization by Sector:

### **Economic Integration and Cooperation**

ASEAN Economic Ministers' Meeting (AEM)

- 36<sup>th</sup> AEM, Jakarta, Indonesia
- 35<sup>th</sup> AEM, Phnom Penh, Cambodia

Senior Economic Officials' Meeting (SEOM)

- SEOM 2/36 Manila, the Philippines
- SEOM 1/36 Yogyakarta, Indonesia

Trade in Goods

- 35<sup>th</sup> CCCA, Yogyakarta, Indonesia

Trade in Services

Eleven Priority Sectors for Integration

ASEAN Investment Area

Industry

Tourism

Customs

Standards & Conformance

Intellectual Property

Small & Medium Enterprises

Finance Cooperation

Initiative for ASEAN Integration

Transportation

Information & Communication Technology (ICT)

Science & Technology (S&T)

Energy

## Minerals

### Food, Agriculture and Forestry Sectors

- AMAF
- SOM-AMAF
- AWG on Halal Food Guidelines
- ASEAN Food Security Reserve Board
- ASWG on Crops
- ASWG on Livestock
- ASWG on Fisheries
- ASWG on Agriculture Cooperatives
- ASWG on Agriculture Training and Extension
- ASEAN Senior Officials on Forestry
- Joint Committee on ASEAN Cooperation & Joint Approaches in Agriculture & Forest Products Promotion Scheme
- ATF on Codex
- AFP on Food Safety Network
- ATWG on Agricultural Research & Development
- ASEAN Network for Pesticide Regulatory Authorities
- Ad-Hoc TF on ASEAN Public Awareness on GMOs
- Ad-Hoc TF on ASEAN Agriculture Hazards and Early Warning System
- ATF on Genetically Modified foods

## Statistics

### Economic Relations with Dialogue Partners

- China
- India
- Japan
- Republic of Korea
- +3 (China, Japan, and Republic of Korea)
- CER (Australia and New Zealand)
- European Union

## Human and Social Development

Rural Development and Poverty Eradication

Children, Youth, Women and Older Persons

Health

Labour and Employment

Education

Culture and Information

## Transnational Issues

Environment

Transnational Crime

Drugs and Narcotics

Immigration

Law and Legal Matters

Disaster Management

## **External Relations**

### **ASEAN Plus Three Cooperation Dialogue Relations**

- Australia
- Canada
- China
- European Union
- India
- Japan
- Republic of Korea
- New Zealand
- Russian Federation
- United States
- UNDP

### **Sectoral Dialogue Relations**

- Pakistan

### **Other International Organizations**

- United Nations
- Southern African Development Cooperation
- South Asian Association for Regional Cooperation
- Asian-African Sub-Regional Organizations Conference

Within the Sectors and sub-sectors would be working groups and Meetings. Participants told us that often the collaboration between the Secretariat and Member Countries takes place at the working group or meeting level, so RTI would recommend that each Sectors/sub sectors be able to create working groups within the site with tools applicable to their work. This can be set up by the website administrators. Note that some Units have detailed sub-headings/sections while others do not. This reflects the input provided by certain individuals who worked within those Units. The above structure is incomplete in terms of the sub-sections under each sectoral area.

Given that each Unit/Sector has different needs it will be important for the ASEAN technical support staff to consult with them on the structure for their sector/sub-sector areas.

## **Security Roles**

Several Secretariat staff suggested the need to limit access to information across sectors for Member Countries (so the Member country official for tourism cannot view the documents for the Agriculture section, etc.). The current Security Roles (meaning the ability to choose to limit information or not to certain Groups) are:

- ASEAN Secretariat Staff
- Member Countries officials
- ASEAN Committees in 3<sup>rd</sup> Countries

Given the feedback RTI has received from training participants and others the team talked to, RTI advises ASEAN create the following security roles:

- ASEAN Secretariat Staff

- Member Countries officials (by Sector) (an official can be a member of more than one Sector)
  - An example would be Member Country – Environment (Member country official dealing with environmental issues)
- ASEAN Committees in 3<sup>rd</sup> Countries

The one drawback to creating these different roles is that you increase the complexity from the administrative standpoint and all users will have to choose from a much longer list of possible choices for whom to allow access to a given piece of information (whether it's a page, a document, a calendar entry, etc.) This increases the risk that a user may include unwanted roles or exclude desired roles when adding information to the site.

However, it is not likely, at least in the beginning that ASEAN would need to create so many roles as not all Sectors will be active on the site or participating in the pilot phase. The fact that people would feel uncomfortable sharing information with Member Countries across sectors is compelling reason to enable them to limit access by sector, otherwise they will likely not use the website.

### **Future Suggested Functionality for the Website**

These are some of the suggested additional functionality for the website from training participants and others that RTI consulted with during our visit (see list attached). Some are simple changes that could be made by the administrator through the web interface, while others require programming and are very complex. ASEAN would need to assess the feasibility and priority of these.

#### **Chat:**

- create a popup window similar to that featured in a Yahoo messenger where you can leave a chat session and come back to it later without closing the session

#### **Contact List**

- Change Company to Ministry or Agency
- Need to have country of origin as well as current address (for example for the person working at the embassy of Cambodia in Jakarta, their address is in Indonesia, but they are from Cambodia)
- Sort by first name instead of last name
- Ability to import contacts from Excel into the contact list module

#### **Calendar:**

- Only the ASEAN Secretariat staff should add events to the calendar (this is available through web interface – just needs to be done by ASEAN Administrator)
- Suggest short titles for meetings as their can be many on the same day (this is not functionality but matter of suggesting to users to use short titles)
- Show who posted an event
- Download events to MS Outlook calendar, send event reminders to users

#### **Discussion Forums**

- Allow attachments with discussion forum posts (this is available in the website but must be enabled by the Administrator).
- All users with permissions to a discussion forum are by default subscribed to track the forum via email (opt-out if you don't want to subscribe) (because people may forget to check the box to receive the messages)

- Ability to “cc” someone on an email that you compose to someone from within their discussion forum bio (currently you can only email the author of the discussion forum post)
- Need access to sent items if using the send email feature in the website– by default the web could send a copy of the email to the sender's email address
- To be able to confirm if someone has or has not read a message posted to the discussion forum (because of the need to know if Member countries received message or not)
- Ability to set up some kind of alert so that when a deadline for comment has arrived that ASEAN Secretariat is alerted

#### Login for Member Services

- Single sign on for Member services and ASEAN's internal network. All registered members can choose/change their username and password and this can match ASEAN's LAN password so that people can remember username/password easily. (this can be accomplished by the user with no further customization or programming)

#### Other requested features/content:

- E-mail subscription service to notify when someone posts a new document
- Have a page that lists the ASEAN Ministerial bodies and links from these to the areas of the site corresponding to them.
- Define terms on the website such as “sector”, 3<sup>rd</sup> country committees, etc. (through a glossary page)
- Ability to create data tables for statistics (Statistics unit)
- Put tools (chat, discussion forum, document manager) at the Working group or meeting level instead of subsector level (this may vary among sectors)
- Use the website to distribute newsletters or other content provided by the Library. Note: some of these are paid subscriptions so it is not clear what the copyright policies are on these.

#### Communications and Promotion of the site

During discussions in the workshop Ms. Reynolds and Mr. Torres gathered ideas and suggestions from participants for how to promote use of the site for those units who would participate in using it:

- Inform secretariat colleagues first, then member countries
- Have a workshop for more Secretariat staff on how to use the website
- Prepare all information on the site before launching to member countries
- Use the discussion forum to discuss draft meeting agendas
- Post documents for the meeting to the Document library
- Recommend stating clearly which sectors are participating on the site so that people are not confused by lack of information in some sector pages.
- Introduce the website at an ASEAN meeting
- Since often it is only high level officials at meetings and they will often be too busy to use the site, ASEAN needs a way to reach lower level officials who would be accessing it. This could be done by having a Secretariat staff person travel to member countries to conduct training sessions



- You can also create a training CD for member countries that would show them how to use it (similar to the CD created by the Forest Clearinghouse project in ASEAN)
- Include the website address in emails to member country officials informing them about content on the site
- Discuss/list down all office activities that can be enhanced using this website; i.e. endorsement and review of proposals, meeting schedule announcement, submission of meeting participants, etc. Activities can be specific from every units/sectors. Then ASEAN can decide about detail modules/tools in the website to support the activities
- Include an announcement about the website in ASEAN's print newsletter

## Recommendations

RTI's most critical recommendation is that ASEAN Secretariat needs to support this website at the Secretary General level and to have a leader assigned to helping ASEAN make use of this resource. Currently there is no leadership at the central level (Office of the Secretary General) for this initiative. RTI understood the business leader within the ASEAN Secretariat to be Dhannanjaya Sunoto, Head of External Relations, however he informed the RTI team at the end of the visit that he was in fact not the leader and did not indicate strong support for the project. There needs to be a leader to gather inputs from the different bureaus and units and member country representatives and make decisions regarding site structure and security roles (by sector or ASEAN Secretariat units/bureaus, have security roles that enable units to keep information confidential within their sector). The leader needs to be in charge of organization wide communications regarding this website. The leader would need to get the buy-in of the leaders of the bureaus/units (perhaps not all, but some) for the use of the site. The people RTI trained are not in a position to be able to decide on the use of the site for their units, they are mainly end users. The RTI team hopes they will discuss the site with their Unit leaders, and are aware of one who did. Under the guidance of this leader ASEAN could benefit from additional training and awareness-raising activities to make people aware of the site.

Mr. Sunoto suggested the need for ASEAN to have a Chief Information Officer (IT business leader) to analyze the IT needs of ASEAN and have the ability to develop appropriate strategies and recommendations for how to spend scarce resources within ASEAN for IT projects. Currently there is no position like this at the Secretariat and it has become obvious to the RTI team during the course of our work with ASEAN that they very much need this leadership.

The IT staff seemed very comfortable with the technology and platform for the website so the RTI team does not anticipate problems with technical support for the site. They could benefit from additional ASP.NET training in order to modify and develop their own DNN modules.

## Annexes

### **Annex 1: Agenda for visit of RTI International staff Eileen Reynolds and Pablo Torres, ASEAN Member Services Web and ARF Web Projects, January 17-28, 2005**

Monday, January 17:

- 9- 12: Meeting on ARF Web with Mr. Jun Abad, Ms. Sacundina Retno, Ms. Amalia Hayati, and Mr. Bagus Arifki (discussed draft designs, and requirements including email requirements outlined by US State Dept.)
- ASEAN Member Services training preparation/planning (Mr. Bagus Arifki, 1 hour)
- Discuss site content organization – how to best plan for growth and target all audiences (simplify security roles, MC, Dialogue partner, and AS) (met with Mr. Alexander Lim for feedback on prototype site)

Tuesday, January 18:

- 10:00 -12:00: Discuss site organization with Rahmat, Technical officer, Trade in Goods, Ahmad Syaukatm, Technical Officer, Bureau for Economic Integration, Eddy Krismeidi, Technical Officer, Bureau for Economic Integration (Tourism)
- Configure/install ASEAN Member Services web site: (Mr. Bagus Arifki)
- ASEAN Member Services training preparation/planning (Mr. Bagus Arifki, Mr. Muce Mochtar)

Wednesday, January 19:

- Meet with Mr. Bala Kumar Palaniappan, Senior External Relations Officer, Mr. Dhannanjaya Sunoto, Head of External Relations Bureau, Muce Mochtar and Bagus Arifki on the structure and security roles for Member Services Web (1 hour)
- Configure/install ASEAN Member Services web site (Mr. Bagus Arifki, 6 hours)
- ASEAN Member Services training preparation/planning (Mr. Muce Mochtar, Mr. Bagus Arifki, 1 hour)

Thursday, January 20:

- Configure/install ASEAN Member Services web site (Mr. Bagus Arifki, 6 hours)
- ASEAN Member Services training preparation/planning (Mr. Muce Mochtar, Mr. Bagus Arifki, 2 hours)

Friday, January 21:

- Public Holiday – RTI team works at Hotel, ASEAN team is on holiday (work on website documentation and training preparation)

Monday, January 24:

- Configure/install ASEAN Member Services web site (Mr. Farid Azis, Mr. Bagus Arifki)
- ASEAN Member Services training preparation/planning: add some data to the site for preview by users attending training

Tuesday, January 25:

- Configure/install ASEAN Member Services web site (Mr. Farid Azis, Mr. Bagus Arifki, 6 hours)
- ASEAN Member Services training preparation/planning: add some data to the site for preview by users attending training

Wednesday, January 26:

- Training workshop for pilot units on using ASEAN Member Services Web (9 – 4 pm)

Thursday, January 27:

- Training workshop for pilot units on using ASEAN Member Services Web (9:30 am – 12 pm)
- Configure/install ASEAN Member Services web site: resolution of technical issues that arose during training, further improvements to the web site. (Mr. Farid Azis, Mr. Bagus Arifki)

Friday, January 28:

- Debriefing with ASEAN Secretariat officials including Mr. Dhannanjaya Sunoto, Mr. Muce Mochtar, Mr. Bala Kumar Palaniappan

- Meeting with ARF unit (Mr. Jun Abad, Mr. Farid Azis, Ms. Sacundina Retno, Ms. Amalia Hayati) on revised website designs and written requirements, next steps, review calendar, discuss change in RTI deliverable –not able to present ARF Web at ARF conference.
- Final work on website configuration and providing documentation and source code to ASEAN
- Pablo and Eileen leave in the evening for the U.S.

## **Annex 2: Workshop Agenda, ASEAN Member Services Website, January 26-27, 2005**

### **Wednesday, January 26**

9:30 Welcome

9:40 Introductions

9:50 Background of the Member Services Web project

10:00 Walk through the features of the ASEAN Member Services

10:45 Tea/coffee break

11:00 Walk through the website (continued)

11:30 Video tutorial(s)

12:00 Break for lunch

13:00 Practice adding sample content to the website

14:45 Break

15:00 Practice adding sample content to the website (continued)

16:00 Presentation by Muce Mochtar on External Relations Bureau plan for using the website

16:30 Discuss tomorrow's agenda and expectations

17:00 Adjourn for the day

### **Thursday, January 27**

9:00: Working in Unit Groups brainstorming on Pilot use of Website (Brainstorming session to discuss communication and promotion of the site)

10:00 Discussion of Unit ideas for Pilot use of Website

12:00 Adjourn Workshop

### Annex 3: ASEAN Member Services Workshop Participants, January 26-27, 2005

Participants	Unit/Bureau	Email
Retno Astrini	SG & DSG	<a href="mailto:retno.astrini@aseansec.org">retno.astrini@aseansec.org</a>
Muce Mochtar	External Relations Unit	<a href="mailto:muce@aseansec.org">muce@aseansec.org</a>
Muhamad Tanzir		
Wilson	Environment (Haze) Unit	<a href="mailto:tanzir@aseansec.org">tanzir@aseansec.org</a>
Alawiyah	Infrastructure Unit	<a href="mailto:alit@aseansec.org">alit@aseansec.org</a>
Bagus Arifki	IT Unit	<a href="mailto:bagus@aseansec.org">bagus@aseansec.org</a>
Erie Vitria Trisanty	Public Affairs Office Unit	
Listi Irawati	Public Affairs Office Unit	<a href="mailto:listi@aseansec.org">listi@aseansec.org</a>
	Public Information Unit-	
Indriastuti	Library	<a href="mailto:indri@aseansec.org">indri@aseansec.org</a>
Farid Azis	IT Unit	<a href="mailto:farid@aseansec.org">farid@aseansec.org</a>
Sri Wardhani Bakti	Statistics Unit	<a href="mailto:sriwardhani@aseansec.org">sriwardhani@aseansec.org</a>
Lia Emalia	Statistics Unit	<a href="mailto:emalia@aseansec.org">emalia@aseansec.org</a>
Teuku Rahmatsyah	Trade in Goods Unit	<a href="mailto:rahmat@aseansec.org">rahmat@aseansec.org</a>
Sri D.		
Kusumawardhani	Natural Resources	<a href="mailto:ghaniek@aseansec.org">ghaniek@aseansec.org</a>
	Science & Technology	
Rini Widiastuti	Unit	<a href="mailto:widiastuti@aseansec.org">widiastuti@aseansec.org</a>
Amalia Hayati	Public Affairs Office Unit	<a href="mailto:amalia@aseansec.org">amalia@aseansec.org</a>
	Public Information Unit-	
Dahlia Rosmawati	Library	<a href="mailto:lia@aseansec.org">lia@aseansec.org</a>